

David Würdemann (Senior Media Producer)
Alina Liamzina (Instructional Designer)

STREAMLINING MEDIA PRODUCTION

From Color-Coded Slides to
Engaging Digital Learning



- | | |
|----|---|
| A. | Instructor on the screen, to start video, to introduce a new topic or to conclude a presentation. (blue) |
| B. | Slides with references to resources or materials for further reading or viewing that should not be in the video but as a text in the LMS or a PDF. (yellow) |
| C. | Video - To be Decided if instructor is on screen and/or graphic animation, i.e., should be discussed with SME and Media Producer. (green) |
| D. | Motion graphics with text or images or supporting video. (light purple) |
| E. | Opportunity for interactive element, such as a prompt or question. (pink) |



ORIGINAL SCRIPT

In a few words, “Causality” is the label of a relation between events or perhaps a metaphysical principle. “Causation” can be used that way, too, but when something causes something else, that is also a case or an instance of causation. Let’s see in more detail what each term connotes:

1. Causation:

- Causation refers to the actual relationship where one event (the cause) directly brings about another event (the effect). In this context, causation is treated as a metaphysical concept that deals with the physical reality of events in nature.
- Causation is typically observed in the physical world involving observable changes or movements. However, causation itself is not directly observable; we only observe the events that suggest a causal link.





CONVERSATIONAL SCRIPT

Ever wondered what the difference is between causality and causation?

Don't worry—you're not the only one. These two terms are often used interchangeably, but they're not quite the same. So let's break it down in plain English.

Let's start with causation:

Causation is when one thing actually makes another thing happen.

For example: If I push this mug, and it falls off the table - that's causation!
My push caused the fall. It's a real, physical connection.

One event brings about another. The cause comes first—then the effect. Always in that order. This idea—that causes precede effects—is what gives causation its direction. It's not just a random coincidence or a pattern we see - it's something we think has a real impact.

But, and here's the interesting part, we never actually see causation!

What we see is a sequence: one thing happens, then another. We infer the cause from the pattern.





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SCRIPT TRANSFORMATION

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STORYBOARD

MODULE: Intro to Philosophy of Science

Week 1 All videos

SEMESTER: Fall 25

LD: Alina Liamzina

			What is Philosophy of Science?	<i>Chapter slates full screen, no key words</i>
		Philosophy of science is the field that examines the foundations, methods, and assumptions of science itself.		
		As Dean Rickles puts it, it "puts science under the microscope." We're not doing lab work or running experiments <u>here</u> —we're thinking critically about the <i>structure</i> of science: how it generates knowledge, how it's justified, and whether it leads us to truth.	Dean Rickles: "We're not running experiments—we're critically examining how science produces, justifies, and leads to knowledge and truth."	<i>Quote on blur</i>
			Why Does This Matter?	<i>Chapter slates full screen, no key words</i>
		Why should scientists or students of science care about philosophy? Because it helps us reflect on the assumptions baked into science—the ones we often take for granted. It also helps us deal with controversial or uncertain areas: What counts as good evidence? How do we distinguish between a real discovery and a pseudoscientific claim? Can science ever give us final answers?	• Helps us evaluate scientific knowledge claims • Clarifies scientific reasoning, assumptions, and limits • Connects science to broader philosophical issues like truth and reality	<u>Splitscreen</u> with bullet list
			What Is Science?	<i>Chapter slates full screen, no key words</i>





2.



Title: Keep the Change - Bank of America Case Study

Author: [David Würdemann]

Draft date: June 2, 2025

FADE IN:

1. INT. KITCHEN TABLE - DAY
Over-shoulder: A WOMAN sits at kitchen table with checkbook, receipts, and calculator.

Receipt shows: **\$19.53**

Her hand writes in checkbook: **\$20.00**

She sets receipt aside, picks up another.

Receipt shows: **\$12.47**

Checkbook entry: **\$13.00**

Third receipt: **\$7.89**

Checkbook: **\$8.00**

She closes checkbook, gathers loose change from table into small jar.

2. INT. HOME OFFICE - SAME TIME
INSERT SHOT (TOP-DOWN):
A second pair of HANDS (researcher) watches tablet showing video footage of the woman's checkbook routine.

The hands take notes on pad:

"Customer rounds UP all purchases"

"Manual savings behavior"

"\$19.53 → \$20.00 = \$0.47 saved"

Circle the word: "AUTOMATE?"

3. INT. KITCHEN TABLE - LATER
Over-shoulder: Same woman with more receipts.
- \$23.67 → \$24.00
- \$8.23 → \$9.00
- \$15.44 → \$16.00

Her small change jar is getting fuller.

4. INT. HOME OFFICE - CONTINUOUS
Top-down shot: Researcher hands sketching simple flow diagram:
DEBIT CARD → ROUND UP → SAVINGS ACCOUNT

Paper mockup shows:

"Purchase: **\$19.53**"

"Rounded: **\$20.00**"

"Saved: **\$0.47**"

5. INT. KITCHEN TABLE - EVENING
Over-shoulder: Woman looks at her phone.
Phone screen shows bank app notification:
"Keep the Change: **+\$8.47 saved this week**"
"Total Savings: **\$127.30**"

She pauses, tilts head slightly.

Sets phone down with a small satisfied nod.

CUT TO BLACK.

6. SUPERIMPOSE:
"Innovation begins with observing what people actually do, not what they say they want."

END.

Locations Needed:

- Kitchen table (or any table)
- Simple desk/home office setup

Props Required:

- Checkbook and pen
- Various store receipts
- Calculator
- Small change jar
- Tablet/phone



THANK YOU!